

IN THE CLAIMS

1. (Currently Amended) A computer implemented method for providing advertising to a handheld computer operable to connect to a network, the handheld computer having a screen for displaying visual content received from the network and configured for playing an audio message associated with the visual content, the method comprising:

- receiving a request for content from the handheld computer;
- associating an advertisement with the request for content;
- sending the requested content to the handheld computer for display on the screen of the computer; and

- sending the associated advertisement to the handheld computer for playing over an audio output device of the handheld computer;

- wherein the audible advertisement is played simultaneously with the display of the requested content on the handheld computer, free of a visual advertisement for preserving space available on the screen for the purpose of solely displaying the requested content;

- wherein sending the associated advertisement comprises sending a visual warning when an audio channel of the handheld computer is turned off.

2. (Original) The method of claim 1 further comprising converting a text advertisement to an audio advertisement.

3. (Original) The method of claim 1 wherein the network is the Internet and receiving a request for content comprises receiving an HTTP request.

4. (Original) The method of claim 3 wherein associating an advertisement with a request for content comprises sending a link to an advertisement server along with the requested content.

5. (Original) The method of claim 4 wherein the requested content is sent from a server hosting a Web site.

6. (Original) The method of claim 1 wherein the request for content identifies the source as a handheld computer
7. (Original) The method of claim 1 further comprising establishing a wireless connection between the handheld computer and the network.
8. (Original) The method of claim 7 wherein sending the associated advertisement comprises sending the advertisement in-band with the requested Web content.
9. (Original) The method of claim 7 wherein sending the requested content and associated advertisement comprises utilizing a wireless access protocol.
10. (Original) The method of claim 1 further comprising receiving information about the handheld computer requesting content.
11. (Original) The method of claim 10 wherein associating an advertisement with the request for content comprises associating an advertisement based on the information received about the handheld computer.
12. (Original) The method of claim 1 wherein associating an advertisement with the request for content comprises associating an advertisement based on the content requested.
13. (Cancelled)
14. (Original) The method of claim 1 wherein sending the associated advertisement comprises sending the advertisement in an audio format.
15. (Original) The method of claim 1 wherein sending the associated advertisement comprises sending the advertisement in a text format that can be converted to speech.

16. (Currently Amended) A computer implemented method for providing advertising to a handheld computer operable to establish a wireless connection with a network and having a screen for displaying visual content received from the network, the handheld computer being configured for playing an audio advertisement associated with the visual content, the method comprising:
- sending a request for visual content from the handheld computer to the network;
 - receiving the requested content and displaying the content on the screen of the handheld computer; and
 - receiving an advertisement associated with the visual content and playing the advertisement on the handheld computer;
- wherein the advertisement is audible and played simultaneously with the display of the requested content on the handheld computer, free of a visual advertisement for preserving space available on the screen for the purpose of solely displaying the requested content;
- wherein a visual warning is received when an audio channel of the handheld computer is turned off.
17. (Original) The method of claim 16 wherein the network is the Internet and sending a request for visual content comprises sending an HTTP request from a browser installed on the handheld computer.
18. (Original) The method of claim 17 wherein receiving the requested content comprises receiving the requested content from a server hosting a Web site.
19. (Cancelled)
20. (Original) The method of claim 16 wherein receiving the advertisement comprises receiving a text advertisement and further comprising converting the text advertisement to an audio advertisement at the handheld computer.
21. (Original) The method of claim 16 wherein sending a request for visual content comprises sending a request in a wireless application protocol and wherein

characteristics of the handheld computer are contained within a wireless application protocol header.

22. (Original) The method of claim 21 wherein the advertisement associated with the visual content is based on the characteristics of the handheld computer.

23. (Original) The method of claim 16 wherein the advertisement associated with the visual content is based on the content requested.

24. (Cancelled)

25. (Currently Amended) A computer program product for providing advertising to a handheld computer having a screen for displaying visual content received from a network and configured for playing an audio advertisement associated with the visual content, comprising:

computer code that receives a request for content from the handheld computer;

computer code that associates an advertisement with the request for content;

computer code that sends the requested content to the handheld computer;

computer code that sends the associated advertisement to the handheld computer for playing over an audio output device of the handheld computer; and

a computer readable medium that stores said computer codes;

wherein the audible advertisement is played simultaneously with the display of the requested content on the handheld computer, free of a visual advertisement for preserving space available on the screen for the purpose of solely displaying the requested content;

wherein sending the associated advertisement comprises sending a visual warning when an audio channel of the handheld computer is turned off.

26. (Currently Amended) A system for providing advertising to a handheld computer operable to establish a wireless connection with a network and having a screen for displaying visual content received from the network, the handheld computer being configured for playing an audio message associated with the visual

content, the system comprising:

a processor operable to receive a request for content from the handheld computer, associate advertisement configured for audio output with the requested content, send the requested content in a visual format to the handheld computer, and send the associated advertisement to the handheld computer for audio output therefrom while the requested content is displayed on the handheld computer; and memory for storing the requested content and advertisements;

wherein the audible advertisement is played simultaneously with the display of the requested content on the handheld computer, free of a visual advertisement for preserving space available on the screen for the purpose of solely displaying the requested content;

wherein sending the associated advertisement comprises sending a visual warning when an audio channel of the handheld computer is turned off.

27. (Original) The system of claim 26 further comprising a text-to-speech system operable to convert text advertising messages to audio advertising messages.

28. (Original) The system of claim 26 wherein the processor is located within a host for a Web site and the network is the Internet.

29. (New) The method of claim 1 wherein upon an audio channel being opened, a notice is sent to the advertisement server so that the advertisement server can again send the audible advertisement.

30. (New) The method of claim 1 wherein the handheld computer connects to the network, the user requests the content by entering a URL into a browser, and the browser generates an HTTP request, wherein, if the audible advertisement is sent in-band with a Web page, the audible advertisement is delivered along with the Web page, and if the advertisement is sent out-of-band with the Web page, the Web page is sent to the browser of the handheld computer and an URL address of an advertisement server is sent to the browser which in turn requests the audible advertisement from the advertisement server, wherein, if the audio channel is turned on at the handheld computer and the advertisement server is configured to send

audio advertisements, an audio banner is sent to the handheld computer, and if the audio channel is not turned on, the advertisement server sends a text advertisement to the handheld computer and a request that the audio channel be turned on, and if the handheld computer is configured to convert the text advertisement to audio, the advertisement server sends a text advertisement to the handheld computer which converts the text advertisement into an audio banner.